



dash design wins GIA award for booth design for Corelle Brands

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Chicago, IL According to dash design, a leading New York-based interior design and brand-consulting firm, its booth design for Corelle Brands received the Global Honoree of the IHA Global Innovation Awards (GIA), the highest award at the recent International Home + Housewares Show in Chicago. "We are so pleased," says David Ashen, founder and partner of dash design. "This is dash design's very first booth design, and to receive this honor is thrilling beyond belief."

Corelle Brands, which recently changed its name from World Kitchen, is the parent company of well-known brands such as Pyrex, Corelle, CorningWare, Snapware and Chicago Cutlery. Corelle charged dash design with designing a booth that would transform Corelle Brands' trade show presence while celebrating its brands. "The booth we designed was an evolution in tradeshow design," said Ashen. "We worked under tight timelines and in the middle of a brand transition to create an oasis on the bustling trade show floor that brought the Corelle Brands products to life in an incredibly immersive manner."

Housed in an A-frame structure that created a soaring ceiling highlighted by twinkling chandelier lights, the 3,500 s/f booth was a beacon on the bustling trade show floor. Upon entering through the lounge, visitors were transported to a welcoming, relaxed, residential environment. "We selected dash design for their deep experience in hospitality and beautifully branded retail as we sought to rebrand our presence at the International Housewares Show in Chicago," said Patrice Varni, chief customer officer, Corelle Brands. "Their skill at creating warm, welcoming, 'home-like' environments that work was exactly what we wanted to show the way our iconic American brands live in consumers' homes."

Rather than pack the booth with product, dash design and Corelle made the decision to welcome guests into a lounge with a variety of comfortable seating options that promoted informal conversations or just an opportunity to rest. "We resisted the temptation to fill the space with product," said Ashen.

"Often, less is more, and that is especially true visually."

Design elements incorporated design patterns from Corelle Brands, including the iconic blue "cornflower" design from the Corningware brand, which is currently celebrating its 60th anniversary. For instance, a vintage chair was hand-painted with the cornflower pattern, creating an instant emotional connection with the brand for booth visitors. "We chose to make this well-known pattern

an 'Instagram opportunity,' allowing guests to sit surrounded by the 3D flowers on a beautiful hand painted chair and snap a selfie," said Molly Lawenda, Lead Designer for dash design. "Guests within the booth were directly interacting with the iconic graphic while also providing a digital reach through social media. It shows how things have changed in sixty years."

The display floor within the booth featured a white roof illuminated by Edison bulb chandeliers for a light, lifestyle-based space. Four oversized armoires showcased the "hero" brands. In addition, two 16 foot wood dining room tables displayed the Corelle brand's latest dinnerware lifestyle collections. The over-scaled features of the booth, the armoires, tables, and pantry, increased their impact from afar, an important consideration in the often crowded, hectic pace of the trade show environment.

The long tables also drew the eye to the back of the booth, a full and completely operational kitchen/pantry area. As with most homes, the kitchen/pantry area was the heart of the booth. A 20 foot wall housed shelving above the back counter that displayed products from all Corelle Brand lines present at the show. Manhattan-based Chef Ashton Keefe gave on-site food demonstrations, showing how best to cook, plate and serve with the newest Corelle Brands product offerings.

The Excellence in Booth Design Award was recognized as part of the IHA Global Innovation Awards for the first-time this year. The award recognizes exhibitors that have shown creativity in design, merchandising and messaging. A distinguished panel of visual merchandising experts judged booths on several criteria, including: lighting, prop use, background, colors/textures, graphics, display fixtures, product placement, cohesive presentation, and general presentation. "We couldn't be happier being the inaugural recipient of this award," says Ashen. "dash design is looking forward to designing more booths, both for Corelle and for other clients."

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